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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/818,125	03/26/2001	Masahiro Minowa	81747.0191	8629
26021	7590	08/23/2006	EXAMINER	
HOGAN & HARTSON L.L.P. 500 S. GRAND AVENUE SUITE 1900 LOS ANGELES, CA 90071-2611			RETTA, YEHDEGA	
		ART UNIT	PAPER NUMBER	
		3622		

DATE MAILED: 08/23/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/818,125	MINOWA, MASAHIRO	
	Examiner	Art Unit	
	Yehdega Retta	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 09 June 2006.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-21 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

This office action is in response to Request for Continued Examination filed June 9, 2009. In response to the final rejection applicant amended claim 16. Claims 1-23 are currently pending. Applicant's amendment to claim 16 overcomes the objection.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-21, are rejected under 35 U.S.C. 103(a) as being unpatentable over Sleeper (US 6,401,074) and further in view of Hunter et al. (US 6,650,429).

Regarding claims 1, 4-6, 12-15, Sleeper invention provides an augmented POS system that includes capabilities for real-time displaying and broadcasting of commercial information within the context of a retail transaction (see col. 1 line 50 to col. 2 line 8). Hunter teaches a central computer (backroom server commonly liked via a telecommunication link to a computer system that reside in a remote home office or a remote regional office (see fig. 1 and col. 3 lines 28-55) or advertiser's computer system (see fig. 6 and col. 10 lines 1-12) providing means for distributing specific data (retailer generating a revenue by providing promotional displays to vendors of the products the retailer sells, or retailer agreeing to display promotional data about the manufacturer's of a product line) in addition to displaying the message, printing the advertisers message on a receipt of POS system, and charging advertisers fee for displaying and printing the

message; a central computer integrally controlling the POS system (see col. 3 lines 11-67 col. 4 lines 28-39, col. 9 line 60 to col. 10 line 12). Sleeper does not teach providing the advertisers with placement application page. Hunter teaches server (customer interface web server) providing means for storing application page containing an advertising placement application form; means for sending the application page containing the application form to the client PC in response to a request from the client PC; receiving and storing input information containing advertising placement information (see fig. 1 and col. 2 line 66 to col. 3 line 22, col. 4 lines 3-43, col. 7 lines 25-50). Hunter teaches accessing a central station via the Internet through interface web server sending advertisement content and for scheduling and purchasing advertisement time for displaying advertisement in specific locations. Hunter teaches a second server, different from the first server, providing means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form (see col. 3 lines 22-30). Hunter teaches the video & still image review and input module permits a system security employee to conduct a content review to assure that all content meets the security and appropriateness standards established by the system prior to the content being read to the server 100 (see also fig. 1). Hunter also teaches enabling selection of one place name from a plurality of names of places or area, where advertisement can be placed; enabling specification of one or more conditions restricting advertising placement, specifying advertising period, specific time period, target (see col. 4 lines 5-44). It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Sleeper's POS system with the direct ad placement of Hunter since Hunter's direct placement of advertisement would provide the vendors

and manufacturers of Sleeper means for directly sending their advertisement information to be displayed and printed in locations and times selected by them. It would also be obvious to provide means to the vendors or manufacturers of Sleeper for specifying conditions restricting advertisement placement since the advertisement of Sleeper is based on conditions agreed by the retail store and manufacturers (see col. 9 line 61 to col. 10 line 12).

Regarding claim 2, Hunter teaches means for calculating an advertising placement fee, means for storing and sending the calculated fee information to the client PC, means for confirming fee payment (see col. 4 lines 4-46, col. 6 line 62-25). Hunter teaches billing and report generation module providing reports showing calculating advertisement placement fee storing and sending the calculated fee information and payment to user. It would have been obvious to one of ordinary skill in the art at the time of the invention for one to know that the retail stores of Sleeper would charge the vendors or manufacturers a fee for displaying and printing the advertisement, in order to generate revenue by providing promotional display, as taught in Sleeper, and to inform the advertisers by providing billing system for the service provided, as taught in Hunter.

Regarding claim 3, Sleeper teaches plurality of POS system installed in plurality of branches or stores of chain store (see col. 2 lines 41-65). It is inherent for a retail system to provide the same POS system in each chain store or branches.

Regarding claim 9, Sleeper teaches selling advertising space to advertisers for displaying and printing advertisement, however does not teach specification of number of pages printed (see col. 9 line 61 to col. 10 line 12). Official notice is taken that is old and well known in advertisement to specify the number of ad prints or volume and to be

charged based on the number of ads printed or displayed. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to provide a page for specifying the number of prints for those who prefer to pay fee based on the number of printed coupons, rather than based on time period, in order to make sure that advertiser is paying only for coupons that are provided to customers.

Regarding claims 16, 18, 20 and 21 Sleeper teaches receiving and storing advertisement placement information, charging fee for the placement of the advertisement, registering in the computer of a POS system, advertising information and outputting advertisement by means of a printer device, charging the advertisers for placement of the advertisement; sending specific information to the POS system; distributing by central computer connected to POS, via the Internet (see col. 3 lines 1-67, col. 6 lines 50-67,col. 8 lines 47-67, col. 9 line 60 to col. 10 line 3). Sleeper does not teach how the advertisers submit the advertisement placement information that is displayed and printed by the retailer stores (POS) and calculate an advertisement fee based on the input information, it is taught in Hunter. Hunter teaches providing application page containing an advertisement application form for receiving and storing information containing advertisement placement information (customer interface web server) (see col. 2 line 66 to col. 3 line 30), calculating fee based on the selection; sending specific information to the be displayed (server 100) (see col. 3 line 62 to col. 4 line 46). It would have been to one of ordinary skill in the art to provide application page for receiving and storing information containing advertisement placement information and calculated fee based on the input information. One would be motivated to provide advertisers a direct access for purchasing promotional displays and for directly sending

their ads electronically, to be displayed at the locations and time selected by the advertiser as taught by Hunter (see col. 1 lines 7-18 and col. 2 lines 1-25), and to calculate fee that would provide revenue. Hunter does not teach the calculating fee is with a second server, which is separate from the first server. It would have been obvious to one of ordinary skill in the art at the time of the invention to use separate server to calculate fees and to perform billing process if the accounting is performed by different office.

Regarding claim 17, Hunter teaches payment using debit payment or other suitable payment code (see col. 4 lines 44-47). Official notice is taken that is old and well known in credit card processing, to confirm credit card validity by a credit card company or banks. It would have been obvious to one of ordinary skill in the art at the time of the invention for someone to know that Hunter's payment system would confirm the validity of the credit card used for payment by contacting the credit card issuer, to avoid fraud.

Regarding claim 19, Sleeper does not teach confirming a POS system specified by the input information and sending the information to the confirmed POS system, it is taught in Hunter (see col. 1 line 66 to col. 2 line 25 and col. 2 line 66 to col. 3 line 21 and col. 4 lines 9-44). Hunter teaches specifying which locations (site code specified for the location) receive the message and transmitting the message to the locations selected by conforming the site code of the display location. It would have been obvious to one of ordinary skill in the art at the time of the invention to implement Hunter's selection of specific location, in Sleeper's retail system in order to provide advertisers of Sleeper an option to selectively display or print their advertisement in specific retail stores.

Claims 22 and 23, are rejected under 35 U.S.C. 103(a) as being unpatentable over Hunter et al. (US 6,430,603) and further in view of Sleeper (US 6,401,074).

Regarding claims 22 and 23, Hunter teaches sending an application page containing an advertising placement application form with a first server (see fig. 1, customer interface web server and col. 2 line 66 to col. 3 line 30), receiving and storing the input information; calculating an advertising fee based on the input information with a second server (see col. 3 lines 21-30); sending payment specification form to the client PC (col. 4 lines 4-42); confirming fee payment (see col. 4 lines 43-46) and registering in POS system (Point of service) advertising information with a central computer (servers) and outputting advertisement (displays). Hunter does not teach outputting the advertisement by means of the printing device (printing the advertisement on a receipt or ticket). Sleeper teaches outputting advertisement provided by vendors and manufacturers by means of printer device. It would have been obvious to one of ordinary skill in the art at the time of the invention to output the advertisement of Hunter in Sleeper's POS's printing devices for the purpose of providing promotional information to customer at the point of sale, as taught by Sleeper (see abstract, col. 3 lines 1-67 and col. 9 line 60 to col. 10 line 12)

Response to Arguments

Applicant asserts that the Advisory action identifies Hunter as disclosing the central computer. The Advisory action indicated that Sleeper does not teach that the central computer distributes advertisement information to on or more POS systems specified by Client PC. Sleeper teaches a server computer linked to POS system, which provide message queuing to the front-end and also linked to a network. Sleeper teaches

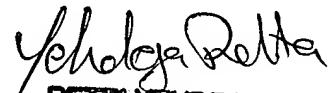
displaying promotional information about manufacturer's product. Generating revenue by selling advertisement space to advertisers (see col. 9 line 42 to col. 10 line 12). Sleeper however does not explicitly teach how the advertisers or manufacturers submit the advertisement to be displayed at the POS system of the retail stores. Hunter teaches, as indicated in the office Action, a central computer for distributing specific data in the input information to specific display locations (see col. 4 lines 28-46). Hunter teaches advertisers submitting advertisement information through a web page and specifying the location of displays and the type of information to display. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to sell the advertisement space as in Sleeper using the web page of Hunter. Since Hunter's web page provide advertisers to directly send their advertisement information to be displayed to locations and times selected by the advertisers.

Applicant asserts that the means for distributing specific data include, *inter alia*, information to target specific types of customers and an LED lacks the feature required by independent claim 1 and cannot constitute the central computer recited in the claim. Examiner would like to point out what is claimed. The claim recites a second server for storing input information containing advertisement placement information provided by the client PC and a central computer for distributing specific data in the input information to the POS system in a specified area specified by the Client PC. The claim does not recite information to target specific types of customers, however even if it was claimed, Hunter teaches the specific data including information to target specific types of customer. Hunter teaches for example (see col. 4 lines 10-40) the Customer ABC Cola

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Co. displaying ads in locations, Atlanta, Georgia, Interstate 75 N, milepost 125 (which is the site location) and the viewers' demographics being specified.

Examiner is aware that the Hunter system is used to display advertisement information on display devices (not POS system). Hunter is used to teach the use of website (server) to allow user of Client PC to receive application page to enter advertisement placement information such as the location and type of advertisement to be displayed at locations specified by the customer (advertiser).



RETTA YEHDEGA
PRIMARY EXAMINER

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